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PATENTS  
Attorney Docket No. UV-55 CONT.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Steven J. Reynolds, et al.  
Application No. : 10/783,150 Confirmation No. : 7029  
Filed : February 19, 2004  
For : SYSTEMS AND METHODS FOR ADVERTISING  
TELEVISION NETWORKS, CHANNELS, AND  
PROGRAMS  
Group Art Unit : 4134  
Examiner : Robert J. Hance

New York, New York 10036  
September 9, 2008

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION MAILED MAY 9, 2008

Sir:

In response to the Office Action mailed on May 9, 2008, please reconsider the above-identified application in light of the terminal disclaimer filed herewith and the following.

Amendments to the claims begin on page 2.  
Remarks begin on page 14.